

ABSTRACT OF THE DISCLOSURE

A container handle engaging device is provided which has a first and a second panel formed of a core layer of resilient material, the first and second panel being folded along abutting inner edges to an operating position where the panels are mutually parallel, and wherein a handle may be captured in the fold. Third and fourth panels may be provided, in order to increase comfort and to promote the use of a proper gripping position for the hand. A method of distributing advertising materials at point-of-purchase locations, using the device, is also provided.